

LIFESTYLE / D2

KC: There's one star shining brightest of all in our celebritysphere

METRO / A21

Revamp of Metro Manila police chiefs takes effect today

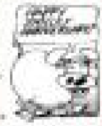
BUSINESS / B1

Gov't to earn P1.9B from sale of 1.2-ha lot in Global City

Malaysia's ex-deputy PM seeks freedom for Erap, says he's a true friend

Education revolution plotted in Makati

25th year of 'smiley face' emotional icon celebrated



PHILIPPINE DAILY INQUIRER
BALANCED NEWS, FEARLESS VIEWS
Friday, September 21, 2007



ALL THE PRESIDENT'S MEN.

Speaker tied to son's bid

Mendoza claims JDV lobbied hard for AHI



JDV: Between the devil and deep blue sea.

TURNING THE TABLES on Jose "Joey" de Venecia III, Transportation and Communications Secretary Leandro Mendoza yesterday said it was the businessman's father who aggressively lobbied for his son's firm to bag the contract for the National Broadband Network (NBN) project.

MENDOZA / A6

Speaker now accused of cornering contracts

SPEAKER / A10



SITTING PRETTY.

The question is: Contract or executive agreement?



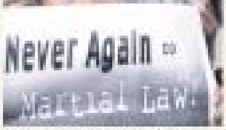
IN THE HOT SEAT.

THE QUESTION / A7

GMA men swamp Senate; Mendoza clueless

GMA MEN / A7

Before 'Rolex 12,' there was 'Omega 5'



EXACTLY THE SENTIMENT of freedom fighters, victims and survivors of the Marcos martial rule.

Remembering, healing and never forgetting

WEATHER FORECAST

Second FrontPage



EZ2 13 3 | SIX DIGIT 0 3 5 5 7 2

SUERTRES

SUPERLOTTO 6/49

₱26,611,138.80

Erap sentence too harsh– Anwar

'One day he'll be free,' says former Malaysian deputy PM

DESCRIBING JOSEPH ESTRADA AS A CLOSE friend, former Malaysian Deputy Prime Minister Anwar Ibrahim yesterday expressed the hope the convicted former president would someday "be really free."



ANWAR IBRAHIM

WHAT'S INSIDE

No quarter for Erap, lawyers insist

Mindanao police on terror alert





Palace axes 3 officials for graft

Chopper ride



Cabral: Adoption offers hope for abandoned kids

Correction





Tarlac solon seeks Internet curbs on porn

No protection

RP still lags in recycling of toxic cell phone parts

By TJ Burgonio

GIANT ELECTRONIC FIRMS THE WORLD over are making "great improvements" eliminating toxic materials from their products, but their recycling systems are still wanting in the Philippines, an international environmental watchdog said yesterday.

"The world's leading electronic companies are now competing to become the first to go completely green by eliminating hazardous substances and by taking back and recycling their products responsibly," said Greenpeace toxics campaigner Beau Baconguis in a statement.

In Greenpeace's latest rating of green electronics, Nokia was still the greenest company, followed by Sony Ericsson, Dell and Lenovo.

The guide rates electronic firms on the presence of toxics in their products and their ability to take back and recycle their products after these are no longer in use.

The elimination of toxic substances was among the "most positive improvements" in the industry—even this was felt in developing countries like the Philippines, Greenpeace said.

But, "while this is a positive industry-wide development, some aspects like company take-back and recycling systems are unfortunately neglected in developing countries where e-waste has become a huge problem," Baconguis said.

In Manila, Nokia's take-back system has yet to be implemented and improved. Other companies, like Hewlett-Packard, hire third-party dismantlers whose recycling systems are highly questionable, the green group said.

"Manufacturers are realizing the solutions are in their hands. The next step is for them to implement their improvements worldwide, and for governments to guarantee that they do so through extended producer responsibility legislation," Baconguis said.

The Department of Environment and Natural Resources, meanwhile, said it was installing 20 collection bins for dead cell phone batteries, chargers and other accessories in several Metro Manila malls to ensure their proper disposal.

"Improperly disposed of cell phone batteries as e-waste is the new hazard of our high-tech age, particularly in the Philippines, which is considered the texting capital of the world," Environment Secretary Lito Atienza said in a statement.

The malls where the bins will be set up for six months in a pilot project are Glorietta and Greenbelt in Makati City, SM Megamall in Mandaluyong City and Greenhills Shopping Center in San Juan City.





SC denies Eala plea with finality


EALA





OSG backs bid in SC to stop 'Hello Garci' probe

By Leila B. Salaverria



GARCILLANO

Court won't let witness testify on abductions

By Leila B. Salaverria

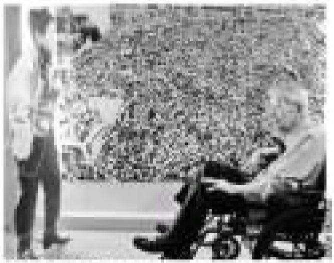
Immaterial to the case

A need to find solutions

Remembering, healing and never forgetting



PORTRAIT OF PEOPLE POWER



MOVING PICTURE

Prison time



MEMORIAL TO HEROISM

'A form of release'

Passion and commitment

Midnight curfew

Nightlife

'Approval'



REMEMBRANCE OF THINGS PAST

Exec sees world labor shortage

By Margaux C. Ortiz

PCGG stops deal on Pasig property

Free measles shots



Education revolution

Broader corporate support

Pilot reform pr

25th year of 'smile

First posting

Variations emerge

Expressing emotion

plotted in Makati led by PDI founding chair

Learning outcomes

Probability of success

Long, difficult fight

ey face' emotional icon celebrated







Opinion

Turning point

EDITORIAL

THE TESTIMONY OF BUSINESSMAN JOSE "JOEY" de Venecia III before the Senate on Tuesday and the testimony of three Cabinet secretaries before the same Senate committees yesterday define a true turning point in post-Edsa II politics. Beyond the all-consuming question of an unpopular President's continuing political survival, we face history's ruthless judgment: Do we ever learn?

The political sharks certainly smell blood in the water. But the red stain is wide and visible even from a distance. The wounds the Arroyo administration have sustained are real; whether they are deep enough to prove fatal will be determined in the next few weeks or so.

What do we know for certain?

The young De Venecia's testimony was, by and large, credible. Some inconsistencies exist, and the failure to mention the alleged "Back off" encounter in his affidavit is problematic. But overall, with its sometimes gratuitous specificity, his testimony has the ring of truth.

As for his past drug use, what of it? And does Evangeline "Luli" Arroyo, President Macapagal-Arroyo's usually mild-mannered daughter, really want to start a whispering campaign about substance abuse among powerful families?

Sen. Miriam Defensor-Santiago's musings on Faustian nature are absolute nonsense. As in the Estrada impeachment trial six years ago, Santiago again suggests that people—lawyers then, businessmen now—are motivated only by base greed or sheer self-interest. It may be that that is the world she lives in, but her world is not ours. Just because powerful figures are involved doesn't mean that big money is behind De Venecia's revelations, or that De Venecia, the son of the Speaker of the House of Representatives, is necessarily motivated by personal considerations alone. Indeed, considering the personal risk he has taken, De Venecia has already acted against his own best interests.

First Gentleman Jose Miguel Arroyo's belated response to the young De Venecia's allegation that he had tried to intimidate him into backing out of the National Broadband Network project, as conveyed through his lawyer Jesus Santos, sounds plausible. Apparently, in their version of events, Arroyo met the young De Venecia only by happenstance, and only for the first time, in the Wack Wack clubhouse in mid-March this year, and only told him he shouldn't be involved in government projects, considering he was the Speaker's son. As we said, it sounds plausible, but it is hardly credible.

Many circumstances explain this lack of credibility, chief of these being the lack of corroboration from other statements issued by other alleged participants in that fateful meeting.

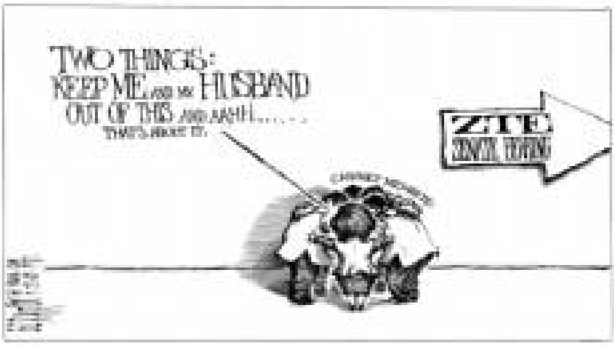
The divided loyalties of Speaker Jose de Venecia are understandable, but they have made him vulnerable; indeed, he has become the most vulnerable of all political players involved in the ZTE scandal. This is not to say that he has nothing to fight with, that he does not hold any cards of his own. But there is reason to believe that some of the blood in the water is his own.

The by-now-clearly-documented role of Commission on Elections Chair Benjamin Abalos in the ZTE corporation's proposal for a national broadband network is incomprehensible—and truly reprehensible. He has denied his involvement, but he can no longer deny the unusual trips to China, the series of meetings with the young De Venecia, and now that alleged mid-March meeting with Arroyo. Of all officials involved in the ZTE scandal, he has the most to explain.

He is the official principally responsible for elections; what is he doing brokering billion-peso contracts during an election season?

We have long called for this disgraced and disgraceful official's resignation or impeachment. His involvement in the ZTE scandal is even more reason to repeat our call. But we are not unaware that, as the chief election official in the last three main elections, Abalos holds many secrets. We cannot imagine enough congressmen mustering the political courage to impeach him. We certainly cannot imagine him resigning. We will have to bide our time and wait for a plunder case to be filed against him.

While we wait, we will continue to be haunted by the essential question: When will we ever learn?



Greed in Batangas Port land case

AS I SEE IT

Neal H. Cruz

[illegible]

'Back off!': the new idiom of corruption

PASSION FOR REASON

Raul C. Pangalangan

THIRTY-FIVE YEARS AGO, WE CELEBRATED SEPT. 21 as Thanksgiving Day, as declared by President Ferdinand Marcos. [illegible]

Proclamation 1081 recalled

ANALYSIS



Amando Doronila

September's heroes

PINOY KASI



Michael L. Tan

Adventures in endoscopy

AT LARGE



Rina Jimenez-David

Ateneo's Rizal Library

LOOKING BACK



Ambeth R. Ocampo



Plea for elitist justice

LETTERS

Napocor on IPP rates and 'failed' privatization



Unfair headline and reporting?

'Super-plunder' dwarfs Erap's guilt

Dark past sliding fast into the future

Spate of motorbike accidents alarms DOH

Taken for granted

Vital to safety



COMIC RELIEF (or lefty) Spot some of the Cabinet officials in the Senate gallery: Presidential Legal Counsel Sergio Apostol, DENR Secretary Lito Atienza, Budget Secretary Rolando Andaya Jr. and Executive Secretary Eduardo Ermita. Blue Ribbon committee chair Sen. Alan Cayetano referred to Apostol as "your eminence" (as in the days of the Estrada impeachment), which cracked up the hall.



CELEBRITY DUST Members of Freedom from Debt Coalition introduce a new alphabet song about the mystery man in the $329-million ZTE deal during a press conference on Thursday.



TO TELL THE TRUTH Secretaries of DOTC Mendoza and of Trade Peter Favila and DOTC Asec Jose Arnel Somja.



MORAL SUPPORT Though not summoned by the Senate, Cabinet men gather are there to back up their colleague DOTC Secretary Leandro Mendoza.

'Wack Wack meet chance encounter'

By Dona Pazzibugan

TRANSPORTATION AND COMmunications Secretary Leandro Mendoza yesterday confirmed that the Wack Wack meeting took place, but gave a version different from that offered by Jose Miguel Arroyo, husband of the President.

While he confirmed the meeting, Mendoza denied Jose "Joey" de Venecia III's claim that Arroyo had angrily told him to "back off" the National Broadband Network (NBN) project.

"There was a chance encounter between Joey de Venecia and the First Gentleman in my presence in Wack Wack," Mendoza said at the second hearing of the Senate on the $329-million contract for the NBN project won by China's ZTE Corp.

Mendoza said he was talking to De Venecia when Arroyo arrived. Arroyo did not know who De Venecia was, according to the transportation secretary.

"In the process, I think they talked. The first question of the First Gentleman was, 'Who is he?' I told him he was Joey de Venecia. He asked, 'What is he doing here?' He's one of the proponents of the DOTC (project)," replied Mendoza.

He said Arroyo's comment was: "Why is he doing that? That's illegal. He's the son of the Speaker. That's irregular."

Mendoza said Arroyo "walked away" without raising his voice at De Venecia. He said in all the years he had known Arroyo, "I never saw him get angry."

He described Arroyo as "mild-mannered, malumanay (calm)."

But Mendoza portrayed De Venecia as someone who dogged him and went to see him at his office "several times" to follow up on his firm's unsolicited NBN proposal. De Venecia is the majority owner of Amsterdam Holdings Inc.

Before his reply to Sen. Joker Arroyo's question, Mendoza did not categorically confirm the meeting referred to by De Venecia when he was asked by Sen. Jamby Madrigal.

Mendoza hedged when Madrigal asked him point-blank if he was at the Wack Wack Golf and Country Club with Arroyo, Abalos, Jimmy Paz, Ruben Reyes, Quirino de la Torre, Leo San Miguel and De Venecia in mid-March, as De Venecia had claimed.

"I don't know the exact date," Mendoza said, adding that as president of the National Golf Association he usually went to Wack Wack.

"I saw Joey De Venecia at Wack Wack during one of those days. There was a day when Mike (Arroyo) was there. There was a day when Joey was there. The others, I'll try to recall," he said.



BOMB THREAT Senate employees return to their offices after a bomb threat received by the office of Sen. Alan Peter Cayetano turned out to be a dud.



STAR WITNESS Lorenzo Formoso III, DOTC Assistant Secretary for Telecommunications, knows a lot more than his boss.

The question is…

Loan prerequisite

Five steps

Exchange of notes

China's Eximbank

GMA men swamp Senate

Don't watch, read news

Pleasantly surprised

Just bystanders

Bomb threat

Before 'Rolex 12,' there was …

'7 wise men'

'Omega 5'

About midnight

Where are they now?

Favila deviates from official line

Ex-Magdalo lawyer sues JDV for breach of ethics



FORMAL COMPLAINT

Sworn affidavit

No ethics committee yet

Mendoza claims JDV lobbied hard for AHI

Opportunity

Abalos arranged ZTE meet

Mendoza's version

Hanging around

Agile group

Demolition strategy



THE CENTER OF CONTROVERSY

Speaker now accused of cornering contracts



VILLAFUERTE

Antigraft law

Day of reckoning

Choice between son and GMA

Lawmakers troop to Palace

Small talk

Larger plot

Across the NATION

6 customs execs charged in smuggling

By Jocelyn R. Uy

AT THE SUBIC BAY FREEPORT, BRAND NEW LUXURY cars carry a price tag of less than P100,000. But government investigators are not buying it.

More investigation

Showroom cars

Other cars

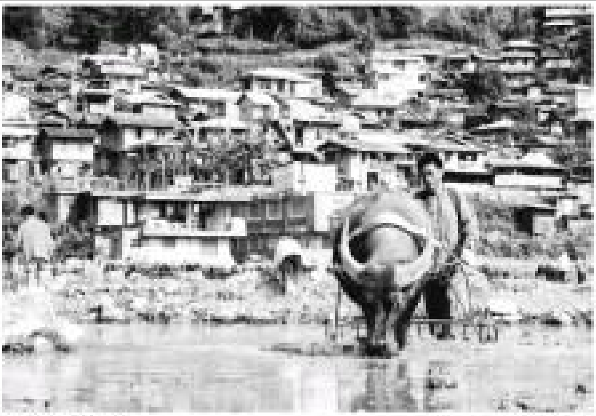


Sorsogon City sounds alarm over losses from red tide

Piling up

SOS

Cleanup



SHRINKING FARMS

Farming areas in Banaue, Mt. Province are getting smaller and smaller as more and more houses are built on rice fields.

New sighting of RP eagles encourages conservation

Logging survivors

Endemic owls

Caves, rivers

1 dead, 3 missing as heavy rains pound Antique

By Nestor P. Burgos Jr.

Inquirer Visayas

Cops ask telcos for help vs NPAs

Villagers' help

Lapses

NPA attack

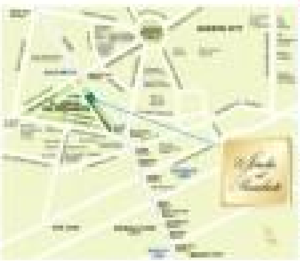
NEWS

Esperon bares new anti-gov't plot

ARMED FORCES CHIEF GEN. HERMOGENES Esperon Jr. has confirmed that the government has uncovered a new plot to destabilize the government.

[illegible]







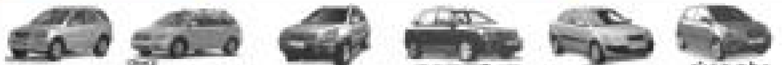
Judge wants Magdalo trial over this year, shuns delays



TRILLANES

THE MAKATI judge hearing the coup d'etat case of Sen. Antonio Trillanes IV and 28 junior officers indicated yesterday that he wanted the trial to finish by the end of the year.

[illegible]



Aplus METRO
Editor Rosario G. Pilapil



SAYING GOODNIGHT
The sun peeks out through clouds before it sets in Antipolo City.

PNP names new Metro police chiefs

SPD chief is Manila's top cop

By Alcuin Papa, Kristine L. Alave and Julie M. Aurelio

THE PHILIPPINE NATIONAL POlice will implement today a reshuffle of its police commanders in the metropolis.

Deputy Director General Avelino Razon, PNP deputy chief for administration, announced yesterday that Senior Supt. Danilo Abarzosa, the acting chief of the Manila Police District, would take over as head of the PNP Academy.

Abarzosa, who is an alumnus of the PMA, will replace Senior Supt. Nestor Pujante, the academy's acting director.

Chief Supt. Roberto Rosales, the head of the Southern Police District, will succeed Abarzosa as MPD chief, considered an important post because the police district is in charge of securing Malacañang.

Lim's choice

"Finally, the (Manila) mayor has made a choice and that is General Rosales," Razon said, referring to Mayor Alfredo Lim.

Lim earlier expressed his desire for Abarzosa to stay on as MPD chief because he was "doing a good job."

Replacing Rosales at the SPD is Eastern Police District director, Chief Supt. Luizo Ticman.

The SPD has jurisdiction over the cities of Makati, Pasay, Parañaque, Taguig, Las Piñas and Muntinlupa.

Moving over to the EPD is Chief Supt. Leon Nilo dela Cruz, who is assigned to the National Capital Region Police Office. The EPD covers the areas of Pasig, Mandaluyong, San Juan and Marikina.

A mass turnover of the affected police commands will be held at 9 a.m. today at the headquarters of the NCRPO in Camp Bagong Diwa, Bicutan, Taguig City.

"This reshuffle has been long overdue. There are quite a number of police officials who are retiring from the service," said Supt. Nicolas Sermonia, NCRPO spokesperson. "It's just a changing of the guard," he added.

Rosales, meanwhile, said that his assignment to the MPD is a lateral move and not a promotion at all.

"I was being groomed for the MPD as early as 2004. It's a lateral move," he said over the phone.

Rosales promised to lower the incidence of street crimes in Manila once he assumes his new post.

"The bottom line is, like what I did at the SPD, to reduce the level of fear among residents. I ask all residents to help me in maintaining peace and order," he added.

Rosales took over as SPD chief in December 2006.

A blessing

Asked how he felt about being transferred from one district to another in less than a year, he said, "I believe that everything that comes my way is a blessing and not mere coincidence."

He added that he would not immediately implement a revamp at the MPD.

"A round peg belongs to a round hole, a square peg to a square hole. I will let them prove first that their abilities are matched with their tasks," Rosales said.

Ticman, meanwhile, said he received the memorandum for his transfer yesterday morning from the NCRPO.

He added that the move did not come as a surprise, considering that the PNP leadership had talked about implementing a revamp among the directors of the police districts in Metro Manila.

Ticman, who served as EPD chief for about a year, said he looks forward to the challenges at the SPD as it is a bigger district.

Two police districts were unaffected by the revamp—the Quezon City Police District which is headed by Senior Supt. Magtanggol Gatdula and the Northern Police District whose director is Chief Supt. Pedro Tango.

DID YOU KNOW

THE BSP, Bureau of the Philippines was created in 1936 by Commonwealth Act No. 111, signed by then President Manuel L. Quezon. Just a year later, Japanese forces invaded the Philippines. About 3,000 girl scouts, led by Josefa Llanes Escoda, helped civic organizations collect food, medicine and clothes for Filipino soldiers in prison camps and hospitals.

Currently, there are about 2.5 million girl scouts in the country. The BSP national headquarters is located in Ermita, Manila.

Cyril L. Bonabente
Inquirer Research

UP president orders fraternities: Justify your existence

3 students looking for laughs arrested for theft in Pasig City



LOOKING FOR A HOME

Makati police eye inside job angle in botched rob try

METROBRIEFS

Man's body found in bay

1 killed, 4 hurt in trike mishap

'Prayer for World Peace' in QC

Woman, 3 men wanted for killing criminology student

Palma witnesses summoned

Pakistan sets presidential election for Oct. 6



Bin Laden to declare war on Pakistani president

US bill to give legal status to illegal immigrant students

The WORLD

Israel declares Gaza 'enemy entity'; Hamas calls move war

JERUSALEM—ISRAEL DECLARED THE GAZA Strip an "enemy entity" on Wednesday and said it would reduce its fuel and power supplies to the Hamas-run territory in response to rocket attacks by Palestinian militants.

[illegible]

Reuters



[illegible]

Beirut car bomb kills anti-Syrian MP, 7 others

BEIRUT—A CAR BOMB KILLED AN ANTI-Syrian lawmaker and at least seven other people in Beirut on Wednesday, less than a week before Lebanon's parliament was due to elect a new president.

[illegible]

Reuters

WORLDBRIEFS

Burma monks defy junta anew, hold march

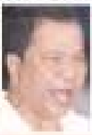
[illegible]

AFP

Netanyahu says Israel behind recent air strike in Syria

JERUSALEM—[illegible]

AFP



WHAT'S INSIDE

- Coach Joe Lipa marooned /A28

SPORTS

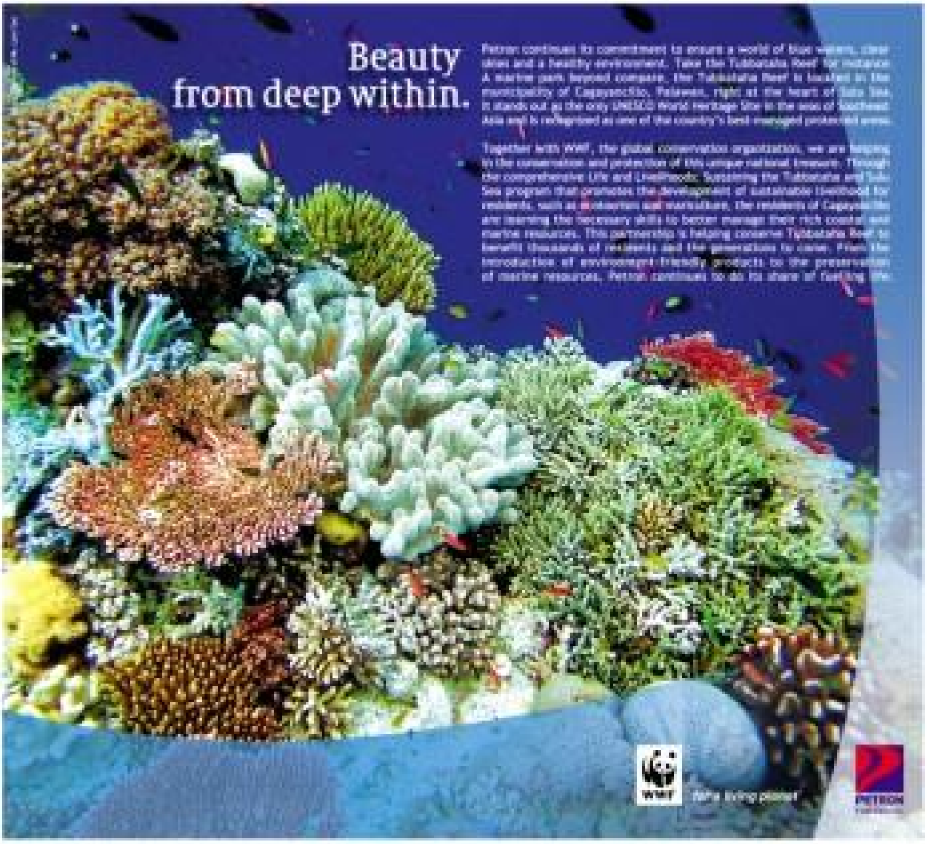
Editor Teddyvic B. Melendres
Assistant Editor Francis T. J. Ochoa



- Yanks close in on No. 1 /A27

Laylo zaps GM; Torre crumbles





Pinoy Cuppers battle Kuwaitis Friday

Murakami back in the hunt

Coach Lipa marooned

UP's bench veteran gets swift exit

By Jasmine W. Payo

IT TOOK ONLY THREE MINutes for Joe Lipa to get the boot.



Sportswatch

Jao, Aguilar, Buncio dispute Rider of the Year award

PCA netters nip MLTC

Manila Water, BPI bets shine

Pasay 4-stag derby kicks off

Pasig Square stagfest today

PSC plans new boxing gymnasium

By Marc Anthony Reyes

RP cagebelles turn to Lhuillier

Juicy prizes for weekend players: A car for SM Bowling champion



San Pablo Milo race set Sunday



Racing Tips

Yanks close in on No. 1

Pettitte gets 200th win



Local ousts Hingis from China Open



FOR TOUGH MEN ONLY

Kirilenko wants to leave Jazz

Norman, wife formally end 25-year marriage

Unheralded tandem takes out Pagulayan, partner

UCAA: Jaguars shade Blue Lions



The Name is Domecq: A Classic Offering from the House of Domecq

Domecq. The illustrious name glides off one's tongue the way an excellent brandy slides down one's throat. Usually uttered in hushed, reverent tones among brandy connoisseurs, the name Pedro Domecq has become synonymous with the phrase "tradition of quality". Knowledge of the Domecq name has been verbally passed on from father to son over generations, as seasoned sages recount and share their memorable Domecq experiences with the up and coming generation of liquid drinkers.

For nearly two hundred years, the celebrated House of Domecq has been seducing the palate of the well-discerning wine aficionado by building wines and spirits of exemplary quality. So remarkable were these concoctions and vintages that even Spanish and English royalty have been known to favor and savor the robust tastes of Domecq wines and spirits. Pedro Domecq's fine products have thus traveled the world, exported in large quantities to all distant corners of the globe, satisfying the cravings of drinkers from different continents. From Northern Europe to the Americas to the flourishing Asian markets, Domecq's multi-awarded spirits and wines brands have certainly become the benchmark by which other manufacturers measure and compare their own products to. In the Philippines, Domecq brandies continue to lead the way becoming icons of excellence and incomparable taste.

The Name

But the many accolades and prestigious honors given by the international spirit industry did not come instantly for the House of Domecq. In fact, the Domecq story goes back centuries, and serves as an example of true pioneering spirit and determination. The year was 1820, and provincial French nobleman Pedro Domecq crossed the border into Spain where he came across a stirring vision. To set up a bodega of the finest wines and spirits in Spain. The mental blueprint of this bodega was so very clear in his mind's eye that, just two years later, Domecq decided to make his ambition real. It was then that he acquired a precious piece of land in Andalusia, Spain, and forged the foundations of the distinguished company called "Pedro Domecq".

The romance of Jerez de la Frontera, where horizons and horizons of fertile, rolling hills meet the cool ocean breeze to produce most of Spain's valuable sherry grapes, became the backdrop of the country's world-famous and now centuries-old brandy-making tradition. After all, it was within the hallowed walls of the Domecq bodegas that Spanish brandy was first discovered.

Thanks to his innovative spirit and courageous vision, Pedro Domecq revolutionized the wines and spirits market. In fact, it is quite safe to assume three things: one, that the history of Brandy de Jerez is closely entwined with the history of the Domecq family; two, that Brandy de Jerez is the most popular Spanish brandy in the market today; and three, that Domecq brandies are probably the most sought-after in the world, recognized for their excellent and enduring qualities.

The Method

Domecq brandies go through a meticulous ageing and traditional blending method indigenous only to Jerez. This time-honored process is called the "Solera System". Massive oak casks, previously used to store sweet-tasting sherry wine in the late 18th century, are now devoted to maturing distilled wine into brandy. These durable casks are stacked in rows, with the bottom-most row physically resting on the cool earthen floors of the cavernous bodegas. The bottom row of barrels, called the "Soleras", actually contain the oldest, and most flavorful brandies.

In simple terms, the Solera System matches the tastes of the same spirit but of differing maturity. Whenever spirits are drawn for bottling from the "Soleras", it is then refreshed by the addition of a younger spirit from the "Criaderas" above it. Even though the younger vintages may be less complex, the two liquids continue ageing and intermingling in a single oak barrel, with their tastes coming together. The younger spirits take on the characteristics of the older ones, refining the taste over time. Not surprisingly, being the first brandy bodega in Jerez it only follows that the House of Domecq boasts some of the region's oldest "Soleras". The result of this distinctive process is a complex and rich combination that never fails to dazzle the palate.

As this unique system of blending ensures that no particular quality of any distilled wine overshadows another, continuous quality and style is maintained. In fact, a single bottle of brandy may actually be a delightful blend of brandies withdrawn from four or more Soleras with each aged Solera being supported by a series of younger Criaderas. The intermingling of matured brandies assures the brandy-lover that his flavor expectations will be met with every bottle.

Authorization and Classifications

The production, ageing, and distribution of brandies in Jerez are vigilantly monitored by the Consejo Regulador, the governing authority on all things pertaining to Brandy de Jerez. Brandies that do not meet the unwavering standards of the Consejo will not enjoy the endorsement from the influential group (traditionally composed of representatives from the manufacturers themselves) and cannot carry the marking of "Brandy de Jerez". The Consejo Regulador has established three official classifications of Brandy de Jerez: Solera, Solera Reserva and Solera Gran Reserva.

The Consejo has defined a Solera as a brandy made from "holandas" (or distilled wine) aged for a period averaging one year. The superior Solera Reserva category are brandies also made with select "holandas", but have been blended and aged for a longer period, averaging a good 3 years of steady maturation. The legendary Solera Gran Reserva of Jerez undergo prolonged and painstaking ageing that lasts many, many years.

The Superior Standard

Now, the established name in fine wines and brandies introduces a new soon-to-be-celebrated name to local shores: Domecq 1820. So perfect is its balance of intensity and silkiness that this is the only Solera Reserva deemed worthy of bearing the esteemed Pedro Domecq's name. Truly, the new superior standard in brandy has arrived.

The rich history, steadfast commitment, and brandy-making expertise of the House of Domecq flawlessly come together in every bottle of Domecq 1820. A rare and select Solera Reserva Brandy, Domecq 1820 undergoes an average of three years of ageing in the Solera System. One only has to glance at its deep, amber color to immediately know that this pleasing blend is indeed aged much longer than the standard Solera brandy. Without a doubt, it is the bottled embodiment of two hundred years of brandy-making tradition.

Proudly sealed in its striking red, black and gold box, Domecq 1820 exudes elegance. Produced, aged, and bottled in Spain, Domecq 1820 boasts a smooth taste, sweet aroma, and a full-bodied finish. Its taste is undeniably distinguished, inviting, and lasting. A harmonious, fruity taste with delightful tones of sherry, vanilla, and oak, characterize this extraordinary Pedro Domecq brandy.

The Tribute

When resting in your brandy snifter, you can expect the velvety, deep amber hues of Domecq 1820 to invoke vivid images of radiant Andalusian sunshine, passionate flamenco dancers, and powerfully built horses racing along the vista. The robust and enticing bouquet floating in one's nose will stir images of the vast Domecq bodegas, lined with oak barrels older than the turn of the century. The specially matured spirit sapped in your palate will quickly warm your soul and infuse you with legendary Spanish passion. Every golden sip enters effortlessly, rousing to a luxurious palate, and finishing with a subtle, lingering grace. This smooth, full-bodied Solera Reserva brandy is a fitting tribute to an influential man gifted with far-reaching vision and exceptional resolve.

Domecq 1820. *Premium Aged by Pedro Domecq.*



BUSINESS
Editor Raul O. Marcelo • Assistant Editor Daniel S. Martinez



Gov't sees ₱1.9B from sale of Global City lot

8 firms vie for 1.2-hectare prime property

THE BASES CONVERSION DEVELOPMENT AUthority expects to earn ₱1.9 billion from the sale of a 1.2-hectare prime lot in Bonifacio Global City.

[illegible]

GOV'T SEES/B2

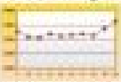
Currencies



PESO-DOLLAR RATE

Stock Market

Shares up 2.4% to 6-week high



SHARES JUMPED for the second straight session Thursday [illegible]

SHARES/B2

IN THIS ISSUE

- RP posts current account surplus of $3.7B/B2
- Enough food for Christmas, DA assures public/B3



RP posts current account surplus of $3.7B

Trade-in-goods deficit reduced by 11.4% to $3B

Organic versus chemical fertilizers

CHEMICAL AND ORGANIC FERTILIZERS

	VOLUME (thousand tons)			PRICE (Peso / 50kg bag)	
YEAR	IMPORTS	DOMESTIC	ORGANIC	UREA	NPK 14-14-14
2001	1,030	1,045	6.8	P448	P427
2002	910	1,865	1.9	P424	436
2003	1,640	1,349	3.5	P550	477
2004	1,872	1,071	16.2	P741	683
2005	2,140	878	20.6	P958	758

COMMENTARY

Long vs short term

Success story

Shares up ...

Gov't sees P1.9B ...

Philip Morris chooses Subic as site for $20-M tobacco hub





PRULINK PRU LIFE UK

INSULAR LIFE







PSE starts implementing reporting code for miners

Disclosure of reserves, resources, mining activities

By Elizabeth Sanchez-Lucas

THE PHILIPPINE STOCK EXchange (PSE) yesterday said its board had approved the early implementation of the Philippine Mineral Reporting Code (PMRC), the rules that would govern the reporting of activities of mining companies.

PMRC sets minimum standards, recommendations and guidelines for public reporting of mining firms' exploration results, mineral resources and ore reserves in the Philippines.

In a memorandum to brokers, the PSE said it had required mining firms to comply with the code immediately or beginning yesterday. The code's implementation was previously set for January 2008.

PMRC provides for stricter disclosure rules for mining firms to boost listings and investments in the sector, and prevent stock speculation.

PMRC was based on international reporting codes of Australia, South Africa, European Union and Canada.

PSE president Francis Lim earlier said a number of mining firms with Philippine projects were listed overseas.

"We don't know why these mining firms had been listing abroad. They probably think foreign markets with reporting methods and procedures that are harmonized," he said.

Sources in the mining sector said companies preferred to list overseas because these markets were bigger and they present more opportunities.

So far, 24 mining firms are listed on the local exchange. Last year, the mining and oil index rose by 63.3 percent and by 40.4 percent in the first seven months of the year.

Market capitalization of listed firms—the value of stocks based on their current market prices—grew 59 percent to P82.7 billion in 2006, and by 74.3 percent to P144 billion in the first seven months of 2007.

Chamber of Mines president Benjamin Philip Romualdez earlier said the code would help protect investor interest.

"We don't want companies to take advantage of the law in force. We have to make our guidelines at par with international standards," Romualdez had said.

US Fed rate cut boosts peso bonds trading

By Doris C. Dumlao

THE SHARP CUT IN THE US FEDERAL REserve's key interest rate boosted the trading of peso-denominated bonds at the country's fixed-income exchange.

The volume of Philippine government securities traded at the Philippine Dealing & Exchange Corp. (PDEx) platform reached a record of P26.05 billion on Wednesday as the 50-basis point cut in the US Fed's rate triggered euphoria across global markets.

The volume surpassed the previous high of P15.460 billion recorded last July 11, the fixed-income exchange said in a statement.

Trading activity at the PDEx fixed-income platform covered a wide range of benchmark issues. The most actively traded security was the fixed-rate treasury note (FXTN) issue which will mature in February 2016. Other actively traded notes were FXTNs with remaining tenor of more than nine years as well as the FXTNs that are falling due in 2013.

"This is a very much welcomed development because it suggests that investors are looking at our capital market and are apparently comfortable with both older short- and long-term securities," PDEx president Cesar Crisol said.

Name association



Corporate Securities Info
Raul J. Palabrica

A TOUGH JOB LIES AHEAD FOR the lawyers of former President Joseph Estrada. Overturning the conviction of their client is not going to be a walk in the park.

A contrary result would put the mark of Cain on Estrada. Unless the decision is reversed by the Sandiganbayan or the Supreme Court, his name would forever be associated with the crime of plunder under our laws.

Just like the way the name Ponzi has become synonymous to investment scams. Remember the Performance Investment Products scandal which hit the headlines last month?

In a Ponzi scheme, unusually high returns are offered to investors to entice them to invest their money in some business venture. The promised profits are drawn from the investments of new investors. The arrangement eventually collapses when the field of suckers dries up.

The scheme is named after Charles Ponzi, an Italian-American, who in 1920 gypped the presentday equivalent of $130 million from Americans who were attracted by his offer to double their money in 90 days.

After more than eight decades, the stigma on the Ponzi name remains and his namesakes continue to suffer from the consequences of that linkage.

And so do thousands of victims of local Ponzi scams whose chances of recovering their money get dimmer as the cases against the people behind the swindling activities drag on.

Management

In the business world, some name associations have interesting meanings and origins.

Mention the name Murphy to a business executive and the first thing that usually comes to mind is "Murphy's law." In essence, it means "whatever can go wrong, will go wrong." The pessimist would recite it as "whatever can go wrong will go wrong, and at the worst possible time, in the worst possible way."

It's the maxim usually given when something unexpected or unpleasant happens in the regular course of business.

There are conflicting accounts on who or how that so-called law came about. The generally accepted version is, its author is a certain Edward Murphy, a US Air Force technician, who uttered those words in 1949 to express his disappointment over a failed rocket test.

A journalist who was critical of US military experiment procedures wrote about the incident, some columnists played it up and, before long, the statement became a buzz word.

While some business persons invoke Murphy's law to cover up for their shortcomings, others use it as a slogan of sorts to motivate their staff into giving their best in important projects to avoid anything from going wrong.

If you look closely at the spirit of Murphy's law, it's similar to the fatalistic attitude of many Filipinos: Things are bound to happen because they are meant to happen that way.

Principle

Another name association that is popular in the business circles is the Pareto Principle, also known as the 80/20 Rule.

The principle is attributed to Italian economist Vilfredo Pareto who, during the 1800s, noted that 80 percent of the land in Italy was owned by 20 percent of the population.

He also observed that 20 percent of the pea pods in his garden produced 80 percent of the peas that he harvested.

Pareto's views on the 80/20 arrangement of things have been amplified to apply to business. The applications include the following:

- 80 percent of the profits are produced by 20 percent of the staff;
- 80 percent of decisions come from 20 percent of the meeting time;
- 80 percent of a manager's interruptions come from the same 20 percent of people.

For the people who sell or buy shares of stocks, Dow Jones is the name association they're most familiar with.

Dow Jones & Co. is the pioneer in stock market indexes and averages. The Dow, as it is fondly called by stock traders, reports the value changes of stocks traded in major US stock exchanges.

To facilitate the review of its report, the Dow's listings are prepared according to industry or business groupings.

The information provided by the Dow has a strong influence on the pricing of the stocks traded in the local stock market.

Economy

For professors of economics, the name Keynes evokes a special meaning.

In 1936, British economist John Maynard Keynes questioned the merit of the classical view that the economy worked best when it is left alone.

The laissez faire doctrine rests on the premise that the maximum good for the people will be accomplished if businesses were allowed to operate with minimum interference from government.

In other words, market forces should determine, for example, the wages that should be paid to the employees and the price of goods and services.

Keynes thought otherwise. He believed government should actively intervene in the market to ensure growth and development. His theory, later dubbed as Keynesian economics, calls for government adjusting its levels of expenses and taxes in order to achieve full employment and stable prices.

We'll wrap up this discussion on name association in business with this joke:

Question: How do you know you have signed an accountant?

Answer: A tax loophole is named after him.

(For feedback, please write to corporatesecurities@inquirer.com.ph—Ed.)

Geograce inks swap deals with 2 firms

By Amy R. Remo

LISTED FIRM GEOGRACE RESources Phils. Inc. signed on Monday share swap agreements with two firms for their mining rights in Zambales, Palawan and Batangas, covering a total area of more than 30,000 hectares.

These two companies are Ganesha Mining Inc. and Supreme Mining Inc., Geograce said in a disclosure to the Philippine Stock Exchange.

Under the deal, Geograce said it would issue 171,754,300 common shares at par value of P1 per share to the stockholders of Ganesha and Supreme, in exchange for 100 percent of the issued and outstanding capital of both firms and their rights to the three mining areas.

Supreme has two mining concessions located in Cabangan, San Felipe and San Narciso in Zambales, covering a total of 5,500 hectares.

These areas were valued at P32.8 million, based on the sales valuation report of Miramar Resources Inc.

Ganesha has mining concessions in Bataan and Calatagan in Zambales, as well as in Aborlan, Palawan and Malvar/Batangas, covering a total of 30,487 hectares. These areas were valued at about P140 million.

The issuance and listing of the additional Geograce common shares are subject to the approval by the Securities and Exchange Commission and the PSE.

Geograce, through its subsidiaries, engages in the mining and exploration of mineral resources in the country.

PHILIPPINE STOCK EXCHANGE

(As of September 20, 2007)

52-Week High	52-Week Low	Stock	Open	High	Low	Close	Volume
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

CURRENCIES

September 20, 2007 Country	Unit	Euro Equivalent	Dollar Equivalent	Peso Equivalent
United States	Dollar	[illegible]	[illegible]	[illegible]
Japan	Yen	[illegible]	[illegible]	[illegible]
United Kingdom	Pound	[illegible]	[illegible]	[illegible]
Hong Kong	Dollar	[illegible]	[illegible]	[illegible]
Switzerland	Franc	[illegible]	[illegible]	[illegible]
Canada	Dollar	[illegible]	[illegible]	[illegible]
Singapore	Dollar	[illegible]	[illegible]	[illegible]
Australia	Dollar	[illegible]	[illegible]	[illegible]
Bahrain	Dinar	[illegible]	[illegible]	[illegible]
Saudi Arabia	Riyal	[illegible]	[illegible]	[illegible]
Brunei	Dollar	[illegible]	[illegible]	[illegible]
Indonesia	Rupiah	[illegible]	[illegible]	[illegible]
Thailand	Baht	[illegible]	[illegible]	[illegible]
UAE	Dirham	[illegible]	[illegible]	[illegible]
EU	Euro	[illegible]	[illegible]	[illegible]
Korea	Won	[illegible]	[illegible]	[illegible]
China	Yuan	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Malaysia	Ringgit	[illegible]	[illegible]	[illegible]
New Zealand	Dollar	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Gov't investments-to-GDP ratio seen rising

From 2.5% this year, rate seen to hit 4.5% in 2010

Gov't gets offers for 60% stake in PNOC-EDC

Insurance firms find hope in new CTPL system

Business

Enough food for Christmas, DA assures public

By Amy R. Remo

THE DEPARTMENT OF AGRIculture yesterday assured the public of a stable supply of rice, vegetables, chicken and other basic food items this Christmas season, despite the prolonged dry spell.

"We continue to put in place a variety of measures to help ensure enough stocks of rice, chicken, meat, vegetables and other basic foodstuff at affordable prices on family tables between now and the yearend," Agriculture Secretary Arthur C. Yap said.

Yap said the National Food Authority had already accounted for the supply of rice for the rest of the year and said it had enough buffer stock.

"We have no problem when it comes to the supply of rice this December," said Yap in a recent briefing. "As we move toward October, November, December, our palay harvests would come in."

Because of the recent dry spell which struck Luzon regions, the harvest for the wet cropping season extended to November and December.

The expected additional harvests of some 300,000 metric tons of rice would come from DA's quick turnaround planting program, which involves a third cropping season in Visayas and Mindanao.

As for the supply of chicken, Yap said poultry growers have assured him during a recent meeting that they "have hatched enough chickens for the Christmas season."

Since the poultry sector is still recovering from the prolonged dry spell, producers have to import some three million kilos of chicken to ensure sufficient supply of the commodity during the holidays.

Yap also said there would be enough pork for Christmas.

According to DA, the recent hog cholera outbreak in Bulacan had no impact on meat supply since the disease was confined only to a small portion of hog farms and was quickly contained.

As for vegetables, Yap said the supply, especially the upland varieties, would likewise remain stable due to additional production areas developed in the southern Tagalog and Quezon.

"Vegetable harvests from these new areas would offset any unexpected losses in Benguet and other Northern Luzon provinces, as triggered by abrupt weather changes, he added.

Yap also noted that the 28 barangay centers and barangay food terminals that the DA had opened would play a key role in ensuring the abundant supply, affordability and accessibility of these basic food items to consumers.

BSP to prevent repeat of 'Arrovo' bill mishap

By Doris C. Dumlao

THE BANGKO SENTRAL NG Pilipinas is investing as much as P4 billion to modernize its bank note printing system to prevent a repeat of the "Arrovo" bill mishap.

BSP sources said the policy-making Monetary Board had agreed to buy two "superplus" printing machines worth about P1 billion each so it would not have to outsource the printing of peso bank notes.

Two Christmases ago, a European printer that supplied 40 million P100 bills misspelled President Macapagal-Arroyo's name as "Arrovo."

As many as 2,000 million pieces were released to circulation before the error was discovered.

It was the first time such a printing error occurred.

The defective bills became a collector's item and sold at a hefty premium to online auctions, going for as much as P500 a piece at one point.

The purchase of the new printing machine for the BSP's Security Plant Complex in Quezon City will produce one billion additional bank notes each year, thus doubling the central bank's capacity.

The sources said the plan would be to eventually phase out vintage printing machines bought back in 1978 and 1983.

The new machines will perform the entire cycle of bank note production from layout to printing and bundling, the sources said.

"If you get the superplus, then you'd be able to produce the right amount of bank notes and save on the double cost of outsourcing," one source said.

"Also, you modernize, because you'll be able to produce additional bank notes without employing the same number of people," the source added.

For 2008, the sources said the BSP expected to produce another billion worth of bank notes.

The sources also said that the new machines would reduce the risk of printing errors, like the "Arrovo" bills.

These Arrovo notes in circulation are still considered legal tender.

Bataan still good nuke plant site, says Reyes

By Abigail L. Ho

THE DEPARTMENT OF ENERGY is looking at Bataan, the host province of the mothballed 620-megawatt (MW) Bataan Nuclear Power Plant, as a possible site for a nuclear power facility.

Energy Secretary Angelo Reyes said the fact that the BNPP, although never operational, was still standing was good enough of the safety of the site.

"We're looking at the site of the existing plant for the new facility. Since it has withstood earthquakes, typhoons and the eruption of Mt. Pinatubo, it's only natural to consider it," he said in an interview on the sidelines of the PowerTrends 2007 exhibition and conference.

The government, however, needs at least seven years to study its plan to again consider nuclear power generation.

He cited the case of Thailand, which started its study on the possibility of setting up a nuclear power facility seven years ago, but decided only a month ago to actually go ahead and put up a plant.

"It takes 15-20 years to put up a nuclear power plant, around seven years of which would be spent on a comprehensive study as well as on building up a human resource pool," he said.

"We were ahead in 1987 (with the BNPP), but the nuclear engineers then, if they haven't passed on in years, would not be able to help us with our plans now. Nuclear technology has already evolved so much over the past years," he added.

The study should include not only the safest and most cost-effective way of putting up and eventually operating a nuclear power plant, but also ways to dispose of nuclear wastes and to convince people that nuclear power generation is good for the country in the long run, he said.

FRIDAY, SEPTEMBER 21, 2007 PHILIPPINE DAILY INQUIRER B1
BUSINESS Friday



Pizza-celebration!

By Rea T. Olchondra

Greenwich adopts 'fast casual dining' concept to lure young, mobile kids to 'bonding food'

WITH PIZZA ASSOCIATED with "bonding" and "celebrations" by the present 20-something market, the idea of "fast casual dining" has emerged.

PIZZA, B2-2



A New Order for A Brave New World

By Yolo Villanueva-Ong
20th Philippine Advertising Congress

Medley of questions & Rx's



Debt and taxes: Tax implications of securities lending transactions

(First of two parts)

Tax-Files

Pizza-celebration!



Skillful marketing key to business success

Contributor

[illegible]

Myths, truths

[illegible]

BUSINESS *Friday*

Lifestyle center stirs up Naga's commercial development



Text and photos by Juan Escandor Jr.
Inquirer Southern Luzon

NAGA CITY—BANKER FIDEL L. CU, CHAIRMAN OF THE G7 Holdings Corp., has changed the landscape and stirred new trends in commercial development here when he built and opened in 2006 the Avenue Square, a commercial enclave designed as a lifestyle center.

[illegible]



AVENUE SQUARE at night

New trend

[illegible]

Citations from city

[illegible]



[illegible]



LIFESTYLE

FASHION



It's fun-tastic!

CLOCKWISE: Paul Smith's ... Matthew Williamson

Put a smile into London fashion

LONDON—LONDON FASHION WEEK has always been a showcase for the weird and wacky, but Oscar-winning actress Emma Thompson suggested it should also learn to have a laugh.

"I'm all about bringing the smile back in to fashion," Thompson told Reuters TV on the red carpet at the headline event of the fourth day of the fashion fest, the gala opening of an exhibition of haute couture. "If you've got a posh frock on you've got to smile. When I've seen pictures of fashion week all the models look so miserable. Not their fault, but they all look a bit like they're in a bit of a sulk."

Thompson, who is one of Britain's best-known actresses and has starred in the "Harry Potter" movies, joined other stars of stage and screen, socialites and business tycoons for the launch of "The Golden Age of Couture: Paris and London 1947-1957."

Kate Moss and Quentin Tarantino, designer John Galliano and musician Prince were among those gathered at London's Victoria & Albert Museum for a fundraising event which charged £10,000 ($20,000) for a table of 10.

The exhibition, which runs from Sept. 22 to Jan. 6, 2008, shows more than 100 dresses dating from the launch of Christian Dior's New Look in Paris in 1947 until the designer's death in 1957, by which time the great couture houses had become global brands.

The couture gowns worn by the event's female guests—many long and brushed in pale, creamy hues—attested to their opulence and contrasted sharply with runway shows where "geek chic" reigned.

Models at Paul Smith, one of Britain's bigger brands with an annual turnover of almost $400 million, sported stripe patterns with loose jackets and long, baggy shirts and skirts with some tied at the neck in a large bow.

While none of the models looked particularly cheery, they did boast one feature Thompson might enjoy—chunky round spectacles perfect for "Harry Potter." *Reuters*



Happy Wintour
Editor in chief of American Vogue Anna Wintour visits backstage before the Jonathan Saunders Spring/Summer 2008 collection show during London Fashion Week. REUTERS

Must-haves for new fashion season



Apples' Picks



Jenni Epperson, Inquirer Fashion columnist and contributing editor



Cheche Moral, Lifestyle writer and Sunday Lifestyle Exclusives editorial director



Millet Arzaga, Inquirer Fashion stylist



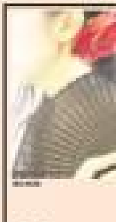
Pam Pastor, Saturday Super editor



Sunday Inquirer Magazine publisher



Bianca Consunji, Inquirer Fashion and 2bU! stylist and contributing writer



Saturday Super co

When time is really gold

Bulgari offers a new line of women's luxury timepieces





By Alex Y. Vergara

Daintier, classier







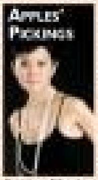


...mping one's wardrobe depends on one's personality.
...e are several women and their peculiar takes on the season



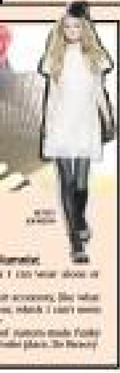
Tessa Prieto-Valdes, Lifestyle columnist

IT'S THAT TIME OF THE year again ...



Apples Aberin-Sadhwani

The problem is it's getting harder to pinpoint which trends we should invest in ...





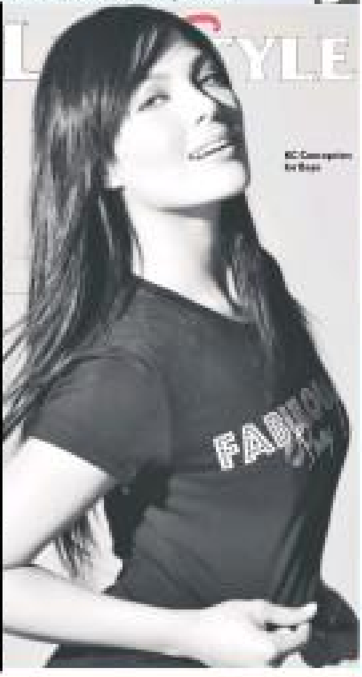


Ivar takes two



LIFESTYLE

FASHION



FASHION EXCLUSIVE

New face for young fashion staple

If there is one star that is shining the brightest of all in our celebritysphere, it is KC Concepcion



HOT and spicy

Photography Mark Nicdao of Wildhearts
Styling Jenni Epperson
Hair and makeup Jean Torre
Clothes and accessories Bayo

JUST WATCHING HER WALK into a room, you know that she was born under an "it" constellation. She immediately illuminates a place with her sheer presence. And it goes way beyond simply having designer genes.

KC has proven time and again to have come into her own with her firebrand passion, oratory intelligence and strong character, all of which complement her striking looks perfectly.



Mabuhay!

Jenni Epperson

KC symbolizes the ideal in today's era when we are in dire need of depth behind the pomp and circumstance of glam and image. She is proof that a role model can have both style and substance.

And this is what makes her the perfect choice as the new, fresh face of Bayo.

KC is the progressive Filipino fashion label's newest icon. She upholds Bayo's tradition of featuring world-class Filipinas like Lea Salonga to represent the brand. KC now joins the ranks of Bayo's Filipina and proud family.

What's admirable about Bayo is it has always showcased exemplary and beautiful Filipinas. Bayo has redefined the global Pinay!

Vibrant and young KC will be showing different aspects of her personality in sporting Bayo's latest merchandise rack tagged as the Trendy, Classic and Young collections.

It is like having different women with different personas in the store. That's because KC is known to be a chameleon in expressing her style. She is adventurous with her fashion moods. One day, she can be her young and fun-loving self, then a chic Parisian fashionista, the next, then transform again into a classic preppy.

KC always weaves her own style and perspective into what she wears. In fact, while working with her and Mark Nicdao for the Bayo shoot, I notice that she gives a fresh perspective even to the most conservative pieces because of her inner coolness and innate style. With some creative styling and layering, the overall look becomes alive and unique.

The Trendy and Young lines of Bayo will be offering a holiday collection that promises to spice up the yearend season wardrobe.

For the Young collection, expect Japanese street wear-inspired tees, statement tees, star printed hoodies and pinafores, and graphic-printed sleeveless mini tees. Also look out for oversized blouses and long tops in a variety of colors. You can get playful with baby doll silhouettes with colorful graphics.

For Bayo's Trendy line that caters to young working women, expect classic tailored pieces like shirtdresses, wide-leg pants and tailored shorts. Details include ruching and ruffles on tops accentuated with fabric belt.

Also look out for stripes and exciting prints in an array of colors. By the holiday season, expect feminine touches like bubble, balloon and puff sleeves, with fabric combinations like satin or lace and rayon. Tweed fabric and yarn make for a warm, sophisticated style—even if it's just indoor chill from air-conditioning!

Just like all the products she endorses, KC made sure she studied and got to know Bayo on a deeper level to see what it was all about before she gave her nod. In fact, she wanted to know how Bayo helped out on a national level—how it helped the local economy. It is yet another dimension of KC, as someone with a big heart to give, to make sure that what she endorses share her similar passions.

Her endearing charm and warmth was so apparent during Bayo's production shoot. KC will be officially launched as Bayo's new endorser on Oct. 25 with a fashion show at the Glorietta Activity Center, culminating with a grand fashion event.

Watch out for KC soon as the celebrity style chameleon. Is there anything that she can't do? I'm sure we can only shine brighter.

E-mail the author at jfashion@inquirer.com.ph



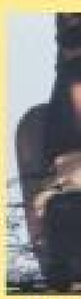
THE GRADUATE



GIRL'S [illegible]



SPORTACULAR



SHION Q & A







tch! KC's Paris diary

...t her life in Paris ...er four-year ...e a student there ...es has molded her ...er and independent ...e in KC—an ordinary person in the extraordinary city she has fallen in love with—Paris. 'KC from Paris to Pinas,' an ABS-CBN special, runs on Sept. 23, 10:30 p.m.

FASHION FLASH

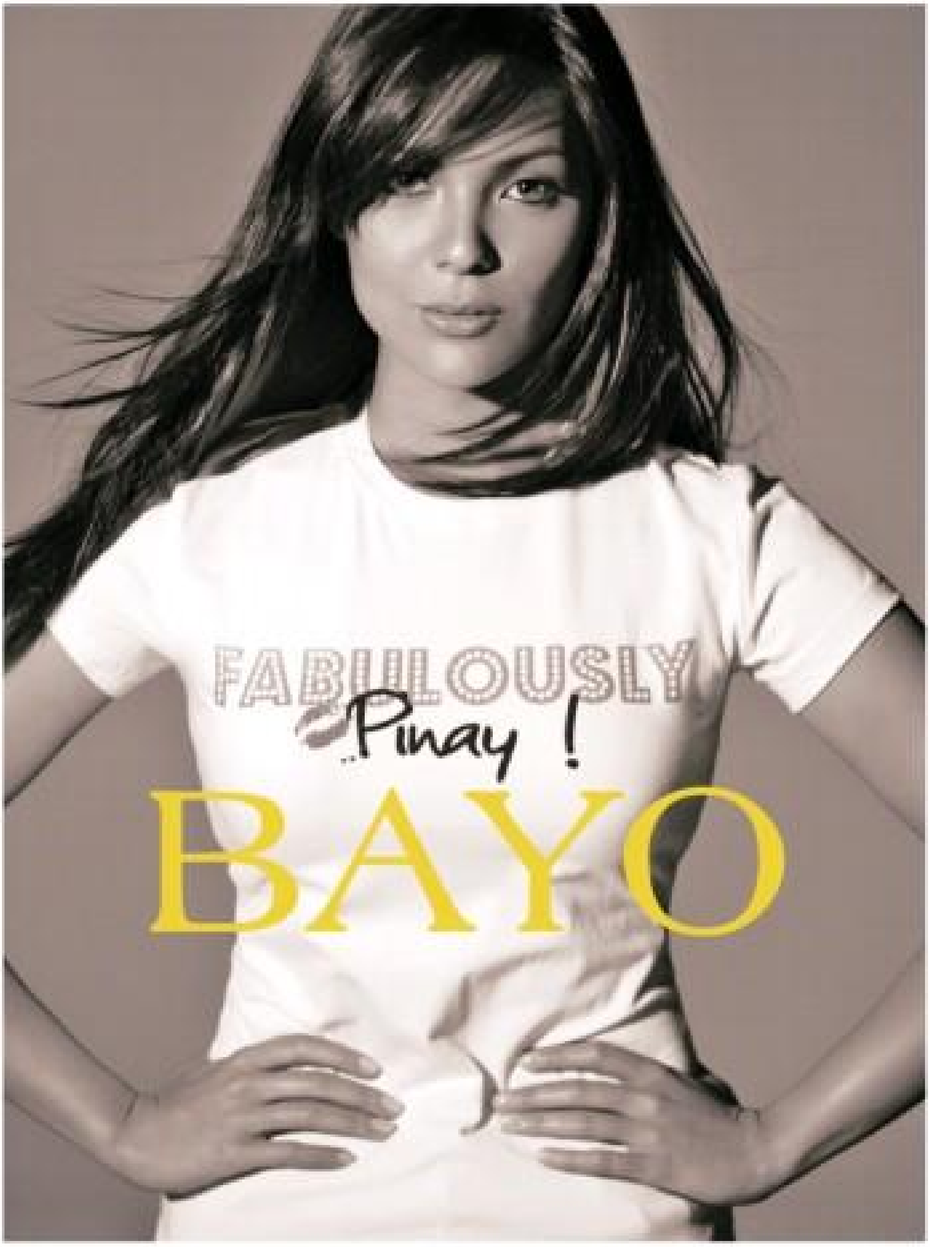
Pop-up art



MULBERRY bag by Julie Verhoeven

Rugged chic





LIFESTYLE



Manly indulgences

British luxury brand Dunhill satisfies the modern male's fascination for both the sleek and the edgy

By Adrian Carlo Velasco

EVEN BEFORE WORKING FOR the Dunhill brand, Tim King was already its loyal patron. In fact, he still remembers the first time he purchased a Dunhill item. [illegible]

[illegible]

Leather country

[illegible]



[illegible]



SENTRYMAN COLLECTION [illegible]















Legendary US grooming brand coming to town

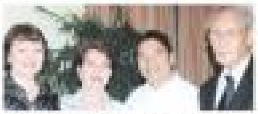
WITHOUT BATTING AN EYELASH

Maurice Arcache



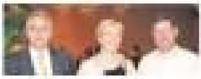
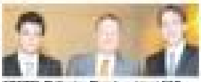


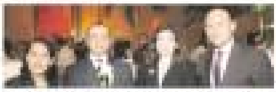
Egypt gig

French fries, er, ties









Manly

From page E1

fashion. The line is Dunhill's way of meeting the needs of the elegantly practical consumer.

Another highlight of the new leather set is the d-eight CT Dunhill, which can accommodate a man's most valued possessions—from a laptop to paper work to his gym clothes. The bag has all the practical features, such as a removable shoulder strap, a large bag opening, a back panel for trolley attachment and asymmetric external zip pockets.

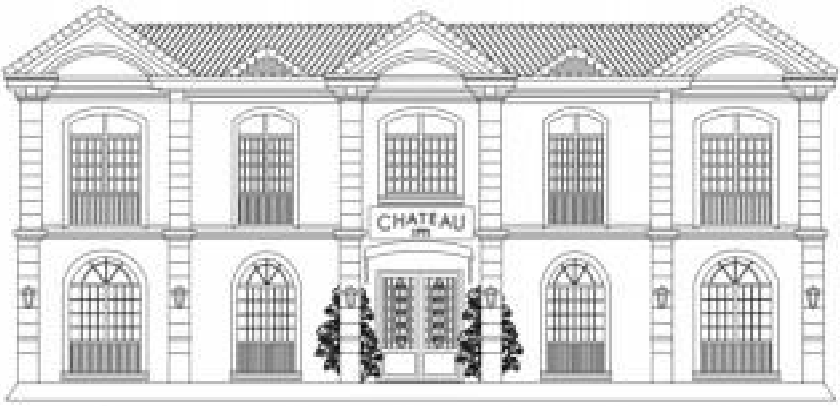
According to King, Dunhill recently launched new wallet designs that cater to the younger crowd. Traditionally, Dunhill leather goods do not have any form of branding. The new collection, however, sports a modern version of the "d" logo.

"We have a very wide range of small leather goods. For instance, we have around four different wallets of a certain design. Dunhill's the place to go for wallets," he adds.

Opulent must-haves

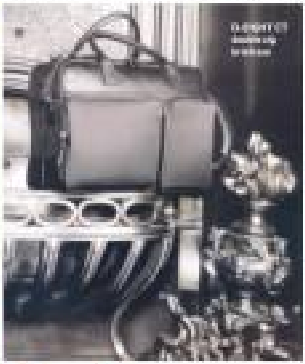
It's also the best place to go for gifts. As a matter of fact, 60 percent of Dunhill shoppers are women who buy menswear items.





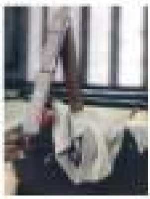






Manly . . .

Rethinking the classics



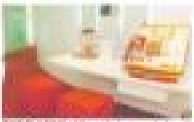
LIFESTYLE

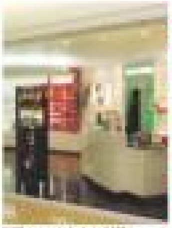


Heaven is within reach



A DERMALOGICA treatment room





THE CLARINS philosophy is grounded on the "100-percent plants and 100-percent hands" approach.

BEAUTY

Rustan's Makati has reopened its top floor, with some new additions to its old lineup of skincare spas and treatment centers

By Cheche V. Moral
Photos by Ryan Lim

THE ONLY THING MISSING IS a gym.

Rustan's has created a little beauty and wellness heaven on the fifth level of its Makati branch. After several months of renovation, the high-end retail chain reopened the store's top floor, with some new additions to its old lineup of skincare spas and treatment centers.

Heaven on the Fifth, as it is called, now houses Clarins Institut, which moved from the former U level to join old-time fifth-level occupants Dermalogica and Murad.

Clarins Institut manager Andrea De... says they've overhauled Clarins' menu of services to go with its new location. Facial and body treatments, for instance, are now named after the places where the ingredients are derived, say "Extreme Youth from Russia," "Whitening from the Alps" or "Firming From Organza."

Clarins also continues to administer its specialized services designed for expectant moms, facials and back and scalp treatments for men, and body-firming and self-tanning treatments. It has also introduced its first full-body massage, Le Massage.

Dermalogica, meanwhile, is kept busy by both men and women who favor customized treatments done via Face Mapping's zone-to-zone skin analysis.

The award-winning Murad brand's treatment center has its loyal following, seeking out, among others, its anti-aging and anti-acne solutions.

Belo Medical Group's dermatology and surgical clinic is making its services available here with the opening of a center devoted to male clients, Belo for Men. There's also Island Spa and the tanning salon called Brazilian Tan.

Coolest cut

The top international haircare brand Phyto has partnered with the United States-trained hairstylist Jude Hipolito to open Urbano Phyto Salon, its first concept salon outside Paris and New York.

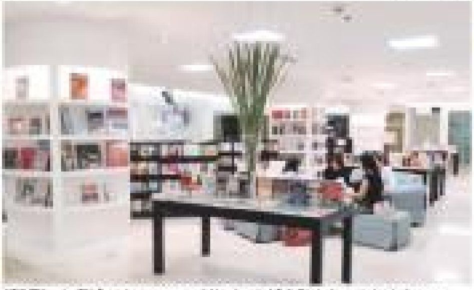
Hipolito reportedly gives the most expensive haircut in the country (at P4,000), but his satisfied clients do not seem to mind. His creative partner is his wife, Rose Veneza, who is the salon's color specialist.

Heaven on the Fifth aims to be a well-rounded service center that "nourishes the senses and stimulates the soul." Shelves upon shelves of select titles from Fully Booked now occupy the center area. Cla-

HEAVEN F2



THE BLACK PIP lounge, an exclusive retreat for Rustan's top-tier clients.



Heaven is within reach



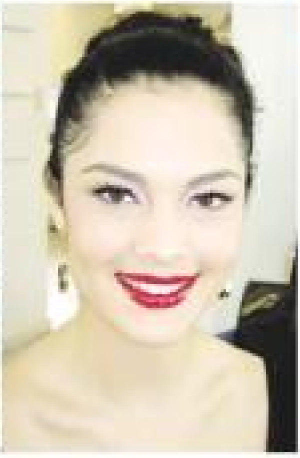






cut & keep

Perfect cover





BEFORE applying concealer

Sexy scents for him and her

What's sexy may surprise you: Men love vanilla, women love laundry



FOR HER: Very Irresistible Givenchy Sensual, D&G The One, Escada Sunbreeze and Hugo Pure Purple



FOR HIM: Very Irresistible Givenchy Men, D&G Pour Homme, Escada Sunbreeze Pour Homme and Hugo Dark Blue

MAKEOVER 911

Rosey Sular



GROWING UP AS a teenager in the '80s, I had delusions of growing up vampy or vixen-ish even then, hence my attraction to fragrances labeled as sexy.

[illegible]

His and hers

[illegible]

Like laundry

[illegible]



CLEAN Classic and Fresh Laundry

Nature's skincare secrets bared







Goings On

Winning works on exhibit

ENTERTAINMENT



A peek at Johnny Depp in a musical

ONLY IN HOLLYWOOD



A peek at Johnny Depp in a musical

[illegible]



[illegible]

World-class hangover

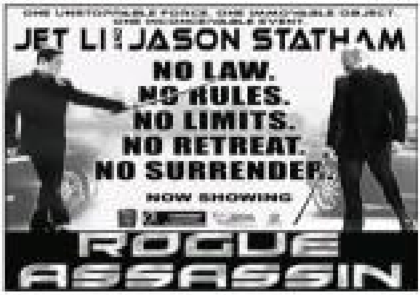
[illegible]

Cinematic stockings

[illegible]

A PEEK G4

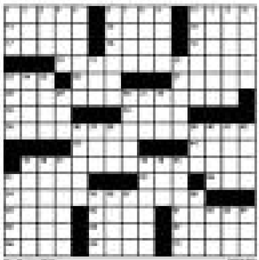




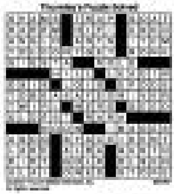




DAILY CROSSWORD



Thursday's Puzzle Solved



CONCEPTIS SU DOKU

Conceptis Sudoku by Dave Green

		2						
	7			8		4		2
9								3
		1	3					5
5	2			4			1	6
6					9	7		
8								7
1		5		6			3	
						9		

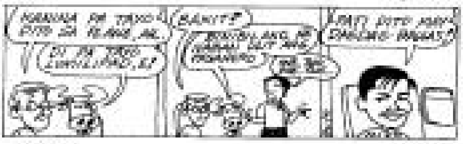
Difficulty Level ★★★★

Answer to previous puzzle

HOW TO PLAY SU DOKU

Fill the grid so that every column, every row and every 3x3 box contains the digits 1 to 9. Tips and program at www.sudoku.com

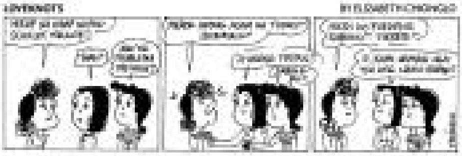
A. LIPIN



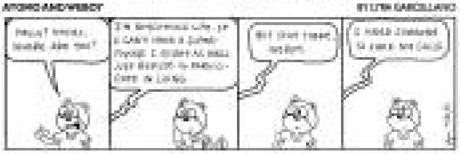
PUGAD BABOY



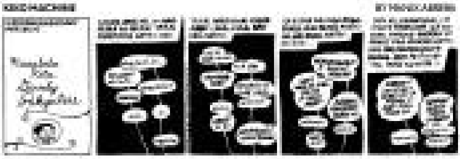
LOVENOTES



ATONG AND WIWOY



KIKO MACHINE



GARFIELD

BY JIM DAVIS



HOROSCOPE

Take Five

Sitti on record: I'm not yet a mom



SITTI

How do you take care of your voice?

What's your most memorable gig to date?

What's the worst place you've performed in?

Are you in a relationship right now?

Describe your ideal guy.

What's the worst thing ever said about you?



WHO'S Mr. GQ? Terrence Howard or Richard Gere?

A peek . . .

From page G1

Fashion forward

Living Stars

INSIDE
■ Jen Rosendahl's bedroom Favorite Nook /H2
■ Kian Kazemi's condo a work in progress Home Body /H4



MARIEL RODRIGUEZ

"CONFESSIONS OF A SHOPAHOLIC" BY SOPHIE KINSELLA. She's my favorite author. We think alike. If she sees something she likes, she tells herself, "I can wear it with my like this, with my like that." I'm just like her. Sometimes, I couldn't decide whether to pick the green or blue top because they're both nice. I'm happy that I'm not alone in my timeline about shopping.

"He's Just Not That Into You: The No-Excuses Truth to Understanding Guys" by Greg Behrendt and Liz Tuccillo. All girls should have one of these. This serves as a reminder of some sort when dealing with guys. I kept saying, "Oo nga pala, ganun pala yun," when I was reading this.

Marichel K. Cruz

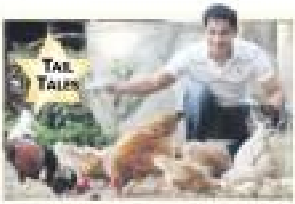
DIANA ZUBIRI

MY "ENCANTADIA" FRIENDS Sunshine Dizon, Iza Calzado and Karylle gave me the inspirational book "The Secret" by Rhonda Byrne on my birthday last April. It's very beautiful. I learned a lot about myself from reading it. It lifts me up when I'm lonely. It's about focusing on the positive and getting rid of negative thoughts. I'll recommend it to my other friends because it'll surely help them overcome the obstacles in their lives.

Bayani San Diego Jr.

BOOKS





TAIL TALES

CESAR MONTANO

IN OUR NEXT HOME IN PANDI, BULACAN, I RAISE CHICKENS. Apart from my big kabir chickens from Israel, I also have native poultry, which is in demand now. We also have a tilapia pond, which my kids love. We have lots of exotic birds there. Once, an eagle wandered into our farm, but we set it free. We also have cats and dogs there. I used to have a Belgian Malinois, but [my wife] Sunshine's mini pinscher tried to share with it. Of course the Malinois got mad and killed the mini pinscher. Sunshine was so upset, I sent the Malinois to our house in Las Piñas.

Bayani San Diego Jr.

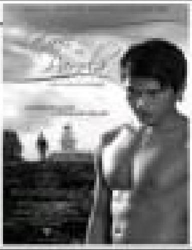
ROBINSONS MOVIEWORLD CINEMAS MOVIE GUIDE

www.robinsonsmovieworld.com

GALLERIA

1 THE BRAVE ONE • THX	6 ROGUE ASSASSIN
2 I NOW PRONOUNCE YOU CHUCK & LARRY	7 I KNOW WHO KILLED ME
3 Indiefilm: LIGAW LIHAM	8 BRATZ
4 SHOOT 'EM UP	9 UNDERDOG
5 ANG LALAKE SA PAROLA	10 THE HOST

exclusive screening at Robinsons Movieworld GALLERIA



NOW SHOWING

GRADED B by the Cinema Evaluation Board

ERMITA

1 SHOOT 'EM UP	
2 UNDERDOG / THE BRAVE ONE	5 THE HOST
3 I KNOW WHO KILLED ME	6 I NOW PRONOUNCE YOU CHUCK & LARRY
4 BRATZ	7 ROGUE ASSASSIN

Watch LIVE via SATELLITE



OCTOBER 7 • Sunday • 8:00AM

METRO EAST

1 BRATZ	5 RUSH HOUR 3
2 I NOW PRONOUNCE YOU CHUCK & LARRY	6 I KNOW WHO KILLED ME
3 SHOOT 'EM UP	7 UNDERDOG
4 ROGUE ASSASSIN	8 THE BRAVE ONE

NOVALICHES

1 SHOOT 'EM UP	2 UNDERDOG
3 I NOW PRONOUNCE YOU CHUCK & LARRY	4 ROGUE ASSASSIN

PIONEER

1 BRATZ	3 I NOW PRONOUNCE YOU CHUCK & LARRY
2 SHOOT 'EM UP	4 THE HOST

STA. ROSA

1 ROGUE ASSASSIN
2 DAYWATCH
3 DON'T LOOK BACK
4 DISTURBIA

LIPA

1 1408
2 SKINWALKERS
3 RUSH HOUR 3
4 UNDERDOG

DASMARINAS

1 NANCY DREW
2 I NOW PRONOUNCE YOU CHUCK & LARRY
3 ROGUE ASSASSIN
4 PLANET TERROR

IMUS

1 I NOW PRONOUNCE YOU CHUCK & LARRY
2 THE BRAVE ONE
3 ROGUE ASSASSIN
4 UNDERDOG

ANGELES

1 DAYWATCH
2 THE LAST LEGION
3 NANCY DREW
4 DISTURBIA

TARLAC

1 THE INVASION
2 A LOVE STORY
3 1408

STARMILLS

1 THE LAST LEGION	4 DAYWATCH
2 ROGUE ASSASSIN	5 RUSH HOUR 3
3 NANCY DREW	6 DISTURBIA

BACOLOD

1 SKINWALKERS
2 UNDERDOG
3 THE INVASION
4 THE KING of SCOTLAND
5 HAIRSPRAY
6 1408

ILOILO

1 SKINWALKERS
2 1408
3 DISTURBIA
4 UNDERDOG
5 WAITRESS
6 THE LAST LEGION

MMTA
METRO MANILA THEATERS ASSOCIATION

MOVIE GUIDE
NOW SHOWING

MOVIES, SCHEDULES, PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE

SEPTEMBER 21, 2007

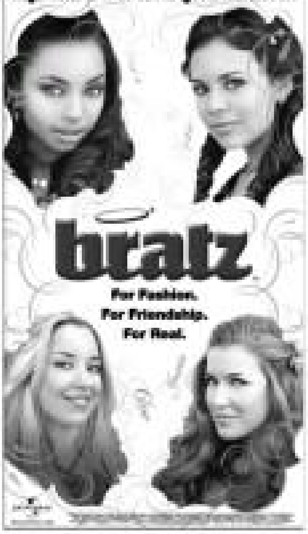


JEN ROSENDAHL



NOW SHOWING

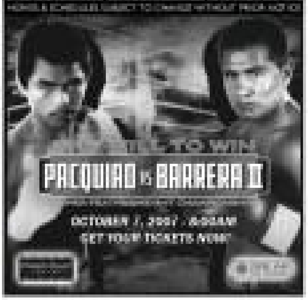
High school is about to get a makeover.



POWER PLANT CINEMA

UNDERDOG G	BRATZ G	SHOOT 'EM UP R18
THE BRAVE ONE R13	ROGUE ASSASSIN R13	I NOW PRONOUNCE YOU CHUCK & LARRY - R13

MOVIES & SCHEDULES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE





JAIME PRESSLY



ANNA PAQUIN

Emmy awards on Sept. 16 in Hollywood



ELLEN DeGeneres, left, and partner Portia de Rossi



GLENN CLOSE



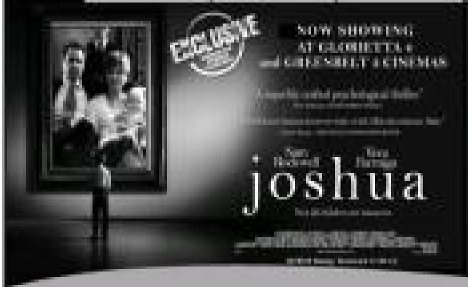


AT THE CINEMAS

Cinema				
GLORIETTA 1	1 HOST	2 I NOW PRONOUNCE YOU CHUCK & LARRY	3 ROGUE ASSASSIN	4
GLORIETTA 4	1 BRATZ	2 ROGUE ASSASSIN	3 SHOOT 'EM UP	
	4 JOSHUA	5 UNDERDOG	6 I NOW PRONOUNCE YOU CHUCK & LARRY	7 THE BRAVE ONE
GREENBELT 1	1 SHOOT THEM UP	2 I NOW PRONOUNCE YOU CHUCK & LARRY		
GREENBELT 3	1 SHOOT THEM UP	2 I NOW PRONOUNCE YOU CHUCK & LARRY		
	3 JOSHUA	4 ROGUE ASSASSIN	5 BRATZ	
ALABANG TOWN CENTER	1 I NOW PRONOUNCE YOU CHUCK & LARRY	2 SHOOT THEM UP		
	3 BRATZ	4 THE BRAVE ONE	5 ROGUE ASSASSIN	
AYALA CENTER CEBU	1 I NOW PRONOUNCE YOU CHUCK & LARRY	2 NANCY DREW	3 ROGUE ASSASSIN	4 THE LAST LEGION
MARKET! MARKET!	1 I NOW PRONOUNCE YOU CHUCK & LARRY	2 HOST		
	3 ROGUE ASSASSIN	4 BRATZ	5 SHOOT THEM UP	
TRINOMA	1 ROGUE ASSASSIN	2 HOST	3 BRATZ	4 SHOOT THEM UP
	5 UNDERDOG	6 THE BRAVE ONE	7 I NOW PRONOUNCE YOU CHUCK & LARRY	

AT THE MALLS

Mall	Event
Glorietta	
Greenbelt	
Alabang Town Center	
Ayala Center Cebu	
Market! Market!	
Cinemagic	
Ayala Museum	
TriNoma	






"THIS is where my friends and I hang out," says the actor.

Home Body

A work in progress


THIS ANTIQUE walnut cabinet was originally displayed in the Kazemis' Persian rug showroom.


AN AUTHENTIC opium pipe from Afghanistan.


THE CONSOLE and mirror are from Iran. "We were told to never sit on them," Kian says of the chairs with ornate design and brass strap.

By Marinel R. Cruz
Photos by Romy Homillada

AFTER LIVING IN A FLOOD-PRONE AREA in Makati City for nine years, the family of "Pinoy Big Brother Season 2" housemate Kian Kazemi (with dad, mom and three siblings) moved to the 27th floor of a posh condominium.

Kian recalled that the floods they contended with had endangered not only their possessions but, more importantly, their health and safety.

"I remembered that, twice, the floods went up so high, we carried all the furniture up to the second floor," Kian told Living Stars in a visit to his new home, also in Makati City.

A hotel and restaurant management graduate, Kian, 21, said the family moved to the condo unit—one of the four biggest in the building—only four years ago. His father Al, an interior designer, described the new dwelling as "a work in progress." In fact, at the end of the interview, Al excused with three framed pictures that he intended to mount on the dining room wall.

"Dad is the expert," the 21-year-old ABS-CBN talent said. "Together with mom (Charito), he renovated this place, made it more spacious. I gave some suggestions, too. The model unit was so bland and plain looking."

Al, an Iranian national, is a supplier of authentic Persian rugs. Which explains the exquisite carpets in the living and dining areas. The Kazemis run a nearby restaurant called Persia Grill. During our visit, the smell of freshly baked pita wafted from the spacious kitchen.

"We picked this place because of the fantastic view of the Makati skyline," Kian said. "It also puts a premium on privacy—the stairs just outside our door leads straight to the penthouse, where the gym and the swimming pool are. There is also a private driveway for the exclusive use of the residents and their guests."

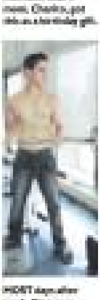
But now that he's done with school and has started working, Kian said his plan is to eventually get a bigger place for his family.

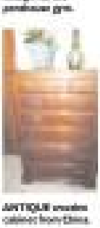

KIAN clowns around with his dad Al's antique ceremonial wedding swords made of silver, brass and ivory.


KIAN bakes pita bread in the spacious kitchen.


THE KAZEMIS appreciate the quality authentic Persian rugs, whether for selling, or for enjoyment in their own home.


MADONNA and Child figurine made from salt. Kian's mom, Charito, got this as a birthday gift.


MOST days after work, Kian goes straight to the penthouse gym.


ANTIQUE wooden cabinet from China.